

# Search Engine Optimization Guide

<html>

<head>

```
<title>Guide To Optimizing Web Pages</title>
<meta name="Description" content="Guide To Optimizing Web Pages.">
<meta name="keywords" content="website optimization">
<meta name="Language" content="EN">
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
```

</head>

<body>

```
<h1>Guide To Optimizing Web Pages.</h1>
<br><br>
<font size="1">
Guide To Optimizing Web Pages
</font>
```

</body>

</html>

Written By  
David Childers

**SCVI.NET**

The Vanguard Of The Video Revolution  
[www.scvi.net](http://www.scvi.net)

Professional Internet Media Streaming  
**Stream**  
*Solutions*

[www.streamsolutions.co.uk](http://www.streamsolutions.co.uk)

Scenic Radio is your source for watching unique free video content  
[www.scenicradio.com](http://www.scenicradio.com)

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## Foreword

Search engine optimization is a continuous process of evaluating both search engine ranking and web traffic. Based upon the analysis of these indicators, adjustments can be made to the actual web content and internal HTML to achieve the desired search engine ranking and traffic goals.

Top search engine placement or increasing web traffic does not occur overnight. You must remain committed to following through with optimization and monitoring of your web page(s).

This is a self paced guide designed for both the beginner and the seasoned webmaster.

This guide is presented with the necessary steps to take, with references for additional information and tools for each step.

I would like to thank the many people who helped make this guide a reality.

David Childers  
July 2006

Society of Motion Picture Television Engineers



[www.smpte.org](http://www.smpte.org)

Enlightenment is not imagining figures of light but making the darkness conscious.  
Carl Gustav Jung

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## Introduction

The first step is to develop a set of realist goals for the web page(s). Please see : Web Page Goals

The second step is to optimize the web page(s) to enable the achievement of those goals.

Please start here for EXISTING web pages.

Perform the following steps :

| ( Action to be taken )                | ( Reference )         |
|---------------------------------------|-----------------------|
| - Analyze the current web pages(s)    | Web Page Analysis     |
| - Conduct a search engine ranking     | Search Engine Ranking |
| - Google Page Rank                    | Google Tools          |
| - Yahoo Web Rank                      | Other Search Engines  |
| - Alexa Traffic                       | Other Search Engines  |
| - Analyze the current website traffic | Website Traffic       |

You need to compare the following data

- Unique visitors
- Total visitors
- Page Views

with the statistics in the summary categories

- Yearly summary
- Monthly summary
- Daily summary
- Countries
- Hosts
- Robot / Spider visitors
- Pages viewed

## Introduction - Continued

( Action to be taken )

( Reference )

- Analyze the current website traffic - Continued Website Traffic
- Referring search engines
  - Search engine keywords
  - Search engines key phrases
- Referring websites
- Web page errors

The results from the analysis will allow you to focus on implementing changes that will allow the goals to be achieved.

Please start here for NEW web pages OR EXISTING web pages that you want to optimize.

*Perform the following steps :*

Optimize website content

( Quality of website material is extremely important. )

- Correct spelling of content
- Correct grammar of content
- Concise presentation of concepts and ideas
- Easy to understand content

Next - Optimize the web page(s) HTML

*Perform the following steps :*

( Action to be taken )

( Reference )

- Create or validate Meta Tags  
( Meta Tags are not a dominant factor for optimization. )

HTML Meta Tags

- Author
- Copyright
- Keywords
- Description

## Introduction - Continued

| ( Action to be taken )                                                                                                                                                                                                 | ( Reference )              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| - Meta Tags - Continued                                                                                                                                                                                                | HTML Meta Tags             |
| - Content Type                                                                                                                                                                                                         | Web Page Keywords          |
| - Robots                                                                                                                                                                                                               | Search Engine Optimization |
| - Select web page Keywords                                                                                                                                                                                             | Search Engine Optimization |
| - Create or validate Bot text file                                                                                                                                                                                     | Search Engine Optimization |
| - Use Alt Tags for graphics                                                                                                                                                                                            | Search Engine Optimization |
| - Use good internal link structure                                                                                                                                                                                     | Search Engine Optimization |
| - Use selected Keywords in the following locations :                                                                                                                                                                   | Search Engine Optimization |
| - Web page titles                                                                                                                                                                                                      | Search Engine Optimization |
| - Meta Tags                                                                                                                                                                                                            | Validating HTML            |
| - Header Tags < H1 >                                                                                                                                                                                                   |                            |
| - Keywords used throughout text on web page<br>If possible.<br>Use <b>Bold Print</b> or <u>Underline</u> to highlight<br>keywords within text of web page.<br>( Do not over saturate keywords within the<br>web text ) |                            |
| - Web page(s) should be cross browser compatible<br>( Extremely Important )                                                                                                                                            |                            |
| - Web page(s) should be quick loading<br>( All graphics should be optimized for speed )                                                                                                                                |                            |
| - Avoid using Flash for site navigation<br>( Search engines cannot index flash content )                                                                                                                               |                            |
| - Avoid using Frames<br>( Search engines cannot index framed content )                                                                                                                                                 |                            |
| - Validate HTML / CSS                                                                                                                                                                                                  |                            |

*Perform the following step :*

| ( Action to be taken )        | ( Reference )     |
|-------------------------------|-------------------|
| - Analyze updated web page(s) | Web Page Analysis |

## Introduction - Continued

*Perform the following step :*

| ( Action to be taken )                                                                  | ( Reference )              |
|-----------------------------------------------------------------------------------------|----------------------------|
| - Exchange links with other websites and request the use of Anchor Text formatted links | Search Engine Optimization |

*Perform the following steps :*

| ( Action to be taken )                            | ( Reference ) |
|---------------------------------------------------|---------------|
| - Apply for a Google Analytics account            | Google Tools  |
| - Apply for a Google Sitemap account              | Google Tools  |
| - Create a Google Sitemap file                    | Google Tools  |
| - Upload the Google Sitemap file to your web site | Google Tools  |

The last step is to back up your web page optimization data and keep it in a safe place.

You should check search engine ranking, Google & Yahoo ranking and Alexa traffic index on a quarterly basis.

You should also analyze your website traffic on a monthly basis to review traffic statistics and find any problem areas that may exist.

You can see the importance of SEO with this real case study.

A Real SEO Case Study

- Test Your SEO Smarts and Play Along

[www.yourseoplan.com/google-snippet-mystery1.html](http://www.yourseoplan.com/google-snippet-mystery1.html)

### Additional Reading

( These publications are not required but are useful references. )

Increase Your Web Traffic

William R. Stanek

Prima Publishing

Search Engine Optimization For Dummies

Peter Kent

Wiley Publishing



## **Web Page Goals**

What is Your Web Site's Goal?

[www.mikemoran.com/biznology/May2005.htm](http://www.mikemoran.com/biznology/May2005.htm)

Home Page Goals

[www.alistapart.com/articles/homepagegoals](http://www.alistapart.com/articles/homepagegoals)

Goals - What is the Real Purpose of Your Website

[www.ahfx.net/weblog.php?article=41](http://www.ahfx.net/weblog.php?article=41)

Set Goals for Your Website

[www.thewebforbusiness.com/setting-website-goals.shtml](http://www.thewebforbusiness.com/setting-website-goals.shtml)

Web Site Goal Setting

[www.net-creation.net/goals.htm](http://www.net-creation.net/goals.htm)

## **Web Page Analysis**

### Online Tools

Check to see if your web page is optimized for the search engines.

[www.creatingonline.com/site\\_promotion/website\\_checker.htm](http://www.creatingonline.com/site_promotion/website_checker.htm)

WebXACT is a free online service that lets you test single pages of web content for quality, accessibility, and privacy issues.

[webxact.watchfire.com](http://webxact.watchfire.com)

Try our free web site speed test to improve website performance.

[www.websiteoptimization.com/services/analyze](http://www.websiteoptimization.com/services/analyze)

Our Web Page Analyser will read the page you specify, and put it through a few basic tests to see if qualifies as 'search-engine-friendly' for the phrase you specify.

[www.webmaster-toolkit.com/web-page-analyser.shtml](http://www.webmaster-toolkit.com/web-page-analyser.shtml)

## **Search Engine Ranking**

### Search Engine Ranking Information

How search engines rank pages

[www.toprankblog.com/2005/09/how-search-engines-rank-web-pages](http://www.toprankblog.com/2005/09/how-search-engines-rank-web-pages)

How search engines ranks pages

[www.blogcritics.org/archives/2006/02/22/013957.php](http://www.blogcritics.org/archives/2006/02/22/013957.php)

Search engine ranking factors

[www.seomoz.org/articles/search-ranking-factors.php](http://www.seomoz.org/articles/search-ranking-factors.php)

### Online Search Engine Ranking Tools

Search engine rankings offers instant, online reports of web site rankings in 9 top search engines and web directories

[www.mikes-marketing-tools.com/ranking-reports](http://www.mikes-marketing-tools.com/ranking-reports)

Search engine position tool will query the major search engines and check if your website appears in the first 50 of a search engine result for a specified keyword.

[www.pagerank.net/search-engine-position-tool](http://www.pagerank.net/search-engine-position-tool)

## Google Tools

### Sitemaps Information

\* Google has recently renamed this service - Google Webmaster Tools

### About Google Sitemaps

[www.google.com/webmasters/sitemaps/docs/en/about.html](http://www.google.com/webmasters/sitemaps/docs/en/about.html)

### Goole Sitemaps account

[www.google.com/webmasters/sitemaps/login](http://www.google.com/webmasters/sitemaps/login)

### Online Sitemaps Tools

Pingoat sitemap creator generates google sitemaps of your website on the fly

[www.pingoat.com/goat/google\\_sitemap](http://www.pingoat.com/goat/google_sitemap)

Google XML Sitemaps generated in seconds

[www.sitemapspal.com](http://www.sitemapspal.com)

### Build your Sitemap online

[www.xml-sitemaps.com](http://www.xml-sitemaps.com)

### Google Analytics Information

#### Features of Google Analytics

[www.google.com/analytics/features.html](http://www.google.com/analytics/features.html)

#### Google Analytics account

[www.google.com/analytics](http://www.google.com/analytics)

### Google PageRank Information

#### PageRank technology:

[www.google.com/corporate/tech.html](http://www.google.com/corporate/tech.html)

#### What is PageRank

[www.webworkshop.net/pagerank.html](http://www.webworkshop.net/pagerank.html)

#### A survey of Google's PageRank

[pr.efactory.de](http://pr.efactory.de)

### Online Google PageRank Tools

#### Google PageRank report

[www.top25web.com/pagerank.php](http://www.top25web.com/pagerank.php)

#### Check the ranking of a web page in Google

[www.googlerankings.com](http://www.googlerankings.com)

#### Google PageRank prediction

[www.rustybrick.com/pagerank-prediction.php](http://www.rustybrick.com/pagerank-prediction.php)

## **Google Tools - Continued**

Online Google Keyword Ranking Tool

Google Keyword ranking tool

[www.nichebot.com/ranking](http://www.nichebot.com/ranking)

Online Google Keyword Suggestion Tool

This free keyword suggestion tool generates 10 keywords suggested by Google

[www.webrankinfo.com/english/tools/google-suggest.php](http://www.webrankinfo.com/english/tools/google-suggest.php)

## Other Search Engines

### Yahoo

Yahoo WebRank information

[www.searchenginegenie.com/yahoo-webrank.htm](http://www.searchenginegenie.com/yahoo-webrank.htm)

Online Yahoo Webrank Tools

Yahoo WebRank tool

[www.site-build-it-solutions.com/yahoo-page-rank-web-rank.htm](http://www.site-build-it-solutions.com/yahoo-page-rank-web-rank.htm)

Check Yahoo WebRank

[www.webconfs.com/check-yahoo-webrank.php](http://www.webconfs.com/check-yahoo-webrank.php)

Yahoo Site Explorer

Site Explorer allows you to explore all the web pages indexed by Yahoo! Search.

[siteexplorer.search.yahoo.com](http://siteexplorer.search.yahoo.com)

### Alexa

How are Alexa's traffic rankings determined?

[www.alexa.com/site/help?index=1](http://www.alexa.com/site/help?index=1)

Online Alexa traffic tool

[www.alexa.com/#traffic](http://www.alexa.com/#traffic)

## **Website Traffic**

Understanding web traffic reports

[www.envisionic.com/webtips/marketing/webstatsvocab.php](http://www.envisionic.com/webtips/marketing/webstatsvocab.php)

Interpreting weblog statistics

[www.cape.com/sqerl/docs/computing103-273.ccml](http://www.cape.com/sqerl/docs/computing103-273.ccml)

Reading website traffic statistics

[www.thunderdata.com/wiki/Main/ReadingStats](http://www.thunderdata.com/wiki/Main/ReadingStats)

Webstats explanation

[www.darmedia.com/webstats.html](http://www.darmedia.com/webstats.html)

Guide to understanding web site statistics

[www.jjjpg.com/Instructions/Guide\\_to\\_Understanding\\_Web\\_Site\\_Statistics.doc](http://www.jjjpg.com/Instructions/Guide_to_Understanding_Web_Site_Statistics.doc)

Interpreting your website statistics

[www.suestudios.com/articles/article27.htm](http://www.suestudios.com/articles/article27.htm)

## **Search Engine Robots and Spider Agents**

Search engine robots that visit your web site  
[www.jafsoft.com/searchengines/webbots.html](http://www.jafsoft.com/searchengines/webbots.html)

List of user-agents (Spiders, Robots, Crawler, Browser)  
[www.psychedelix.com/agents/index.shtml](http://www.psychedelix.com/agents/index.shtml)

Robots, spiders, crawlers and HTTP\_User\_Agents  
[www.internetadsales.com/modules/wfsection/index.php?category=23](http://www.internetadsales.com/modules/wfsection/index.php?category=23)

A short list of bad spiders and nasty bots  
[www.kloth.net/internet/badbots.php](http://www.kloth.net/internet/badbots.php)



## **Search Engine Optimization**

### Search Engine Optimization Information

#### Search engine Keywords selection

[www.sap-basis-abap.com/homebusiness/search-engine-keywords-selection.htm](http://www.sap-basis-abap.com/homebusiness/search-engine-keywords-selection.htm)

#### Role of Keywords and Key-Phrases in SEO

[www.outsourcingseoservices.itmatchonline.com/weblog/index.php?/archives/221-Role-of-Keywords-and-Key-Phrases-in-SEO.html](http://www.outsourcingseoservices.itmatchonline.com/weblog/index.php?/archives/221-Role-of-Keywords-and-Key-Phrases-in-SEO.html)

#### How to improve your search engine rankings

[www.sap-basis-abap.com/homebusiness/how-to-improve-your-search-engine-rankings.htm](http://www.sap-basis-abap.com/homebusiness/how-to-improve-your-search-engine-rankings.htm)

#### What You Need to Know About Search Engine Optimization and Spam

[www.ezinearticles.com/?What-You-Need-to-Know-About-Search-Engine-Optimization-and-Spam&id=239766](http://www.ezinearticles.com/?What-You-Need-to-Know-About-Search-Engine-Optimization-and-Spam&id=239766)

#### The real Search Engine Optimization guide

[www.thmg.com/seo/58290.php](http://www.thmg.com/seo/58290.php)

#### Basic SEO tips everyone should follow

[www.ezinearticles.com/?Basic-SEO-Tips-Everyone-Should-Follow&id=236556](http://www.ezinearticles.com/?Basic-SEO-Tips-Everyone-Should-Follow&id=236556)

#### Basics of Search Engine Optimization

[www.456bereastreet.com/archive/200502/basics\\_of\\_search\\_engine\\_optimisation](http://www.456bereastreet.com/archive/200502/basics_of_search_engine_optimisation)

#### 11 Search Engine Optimization Tips

[www.gerrymcgovern.com/nt/2005/nt\\_2005\\_04\\_11-11-SEO-tips.htm](http://www.gerrymcgovern.com/nt/2005/nt_2005_04_11-11-SEO-tips.htm)

#### Search Engine Optimization (SEO) strategy navigating the dark waters of website promotion

[www.sap-basis-abap.com/homebusiness/search-engine-optimization-seo-strategy-navigating-the-dark-waters-of-website-promotion.htm](http://www.sap-basis-abap.com/homebusiness/search-engine-optimization-seo-strategy-navigating-the-dark-waters-of-website-promotion.htm)

#### Anchor text tips that rocket your rankings

[www.webpronews.com/insiderreports/2004/05/10/anchor-text-tips-that-rocket-your-rankings](http://www.webpronews.com/insiderreports/2004/05/10/anchor-text-tips-that-rocket-your-rankings)

#### Anchor text optimization

[www.webpronews.com/ebusiness/seo/wpn-4-20040408AnchorTextOptimization.html](http://www.webpronews.com/ebusiness/seo/wpn-4-20040408AnchorTextOptimization.html)

#### It's not just being linked, but how you link - anchor text

[www.tamingthebeast.net/articles3/anchor-text-optimization.htm](http://www.tamingthebeast.net/articles3/anchor-text-optimization.htm)

#### Content-based SEO

[www.mediacollege.com/internet/search-engines/seo/content.html](http://www.mediacollege.com/internet/search-engines/seo/content.html)

#### SEO for traffic with content vs. ranking with links

[www.translationdirectory.com/article1002.htm](http://www.translationdirectory.com/article1002.htm)

## HTML Meta Tags

### Information On Meta Tags

Meta Tag guide  
( Multiple Pages )

[www.submitcorner.com/Guide/Meta](http://www.submitcorner.com/Guide/Meta)

HTML advanced : Meta Tags  
( Multiple Pages )

[www.devx.com/projectcool/Article/17871](http://www.devx.com/projectcool/Article/17871)

Meta Tags - what, where, when, why?

[www.philb.com/metatag.htm](http://www.philb.com/metatag.htm)

Using Meta Tags for search engines

[www.pageresource.com/html/meta.htm](http://www.pageresource.com/html/meta.htm)

### Online Meta Tag Tools

Advanced Meta Tag generator

[www.2serveu.net/meta-advanced.htm](http://www.2serveu.net/meta-advanced.htm)

Advanced META TAG generator

[rainbow.arch.scriptmania.com/tools/adv\\_metatag\\_generator.html](http://rainbow.arch.scriptmania.com/tools/adv_metatag_generator.html)

Advanced Meta Tag creator

[www.yooter.com/meta.php](http://www.yooter.com/meta.php)

### Online Meta Tag Analyzer

Free Meta Tag analyzer

[websitesubmit.hypermart.net/metataganalysis.htm](http://websitesubmit.hypermart.net/metataganalysis.htm)

Meta Tag analyzer

[www.widexl.com/remote/search-engines/metatag-analyzer.html](http://www.widexl.com/remote/search-engines/metatag-analyzer.html)

Meta Tag Analyzer

[www.submitexpress.com/analyzer](http://www.submitexpress.com/analyzer)

## Web Page Keywords

### Choosing The Right Keywords

How to choose the right Keywords

[www.effect-web-media.com/ewm\\_website\\_design\\_knowledge\\_base/archives/how-to-choose-the-right-keywords](http://www.effect-web-media.com/ewm_website_design_knowledge_base/archives/how-to-choose-the-right-keywords)

Facts of the week: How to choose the right Keywords for your site

[www.free-seo-news.com/newsletter70.htm](http://www.free-seo-news.com/newsletter70.htm)

Choosing Keywords

[www.seochat.com/c/a/Choosing-Keywords-Help/Choosing-and-Researching-Keywords](http://www.seochat.com/c/a/Choosing-Keywords-Help/Choosing-and-Researching-Keywords)

Keyword density: Frequently Asked Questions

[www.seochat.com/c/a/Choosing-Keywords-Help/Keyword-Density-Frequently-Asked-Questions](http://www.seochat.com/c/a/Choosing-Keywords-Help/Keyword-Density-Frequently-Asked-Questions)

The Ten Commandments of Keyword selection

[www.seochat.com/c/a/Choosing-Keywords-Help/The-Ten-Commandments-of-Keyword-Selection](http://www.seochat.com/c/a/Choosing-Keywords-Help/The-Ten-Commandments-of-Keyword-Selection)

### Online Keyword Tools

Keyword suggestion tool

[www.submitexpress.com/keytracker.html](http://www.submitexpress.com/keytracker.html)

Keyword suggestion tool: Finding Keywords the easy way

[www.globalpromoter.com/seo-tools/keyword-suggestion-tool.cfm](http://www.globalpromoter.com/seo-tools/keyword-suggestion-tool.cfm)

Free Keyword suggestion tool

[www.apogee-web-consulting.com/tools/keyword\\_tool.php](http://www.apogee-web-consulting.com/tools/keyword_tool.php)

Keyword density analyzer

[www.pagerank.net/keyword-density-analyzer](http://www.pagerank.net/keyword-density-analyzer)

Keyword Density Tool

[www.creatingonline.com/site\\_promotion/keyword\\_density.htm](http://www.creatingonline.com/site_promotion/keyword_density.htm)

Keyword Density - The analyzer -

[www.tool.motoricerca.info/keyword-density.phtml](http://www.tool.motoricerca.info/keyword-density.phtml)

## HTML Web Robots

### Information on Robots Meta Tag

HTML author's guide to the Robots Meta Tag

[www.robotstxt.org/wc/meta-user.html](http://www.robotstxt.org/wc/meta-user.html)

Search indexing Robots and the Robots Meta Tag

[www.searchtools.com/robots/robots-meta.html](http://www.searchtools.com/robots/robots-meta.html)

Robots Meta Tag - Metadata elements

[www.seoconsultants.com/meta-tags/robots](http://www.seoconsultants.com/meta-tags/robots)

### Information On Robots . txt Files

Creating Robots.txt file

[www.mississippi-photo-gallery.com/creating\\_robotstxt\\_file.htm](http://www.mississippi-photo-gallery.com/creating_robotstxt_file.htm)

The mystery of the Robots.txt file revealed

[www.dwfaq.com/Tutorials/Miscellaneous/robot\\_txt.asp](http://www.dwfaq.com/Tutorials/Miscellaneous/robot_txt.asp)

### Create Robots.txt File

Remove your website search engines

[webtools.live2support.com/se\\_robots.php](http://webtools.live2support.com/se_robots.php)

A standard for Robot exclusion

[www.robotstxt.org/wc/norobots.html](http://www.robotstxt.org/wc/norobots.html)

### Online Robot txt File Generator

Robots.txt generator, Make your own Robots.txt

[www.1-hit.com/all-in-one/tool-robots.txt-generator.htm](http://www.1-hit.com/all-in-one/tool-robots.txt-generator.htm)

Robots text generator

[www.hypergurl.com/generators/robotgenerator.html](http://www.hypergurl.com/generators/robotgenerator.html)

SEO tools, Robots.txt generator

[www.seoachat.com/seo-tools/robots-generator](http://www.seoachat.com/seo-tools/robots-generator)

Robot control code generation tool

[www.mcanerin.com/EN/search-engine/robots-txt.asp](http://www.mcanerin.com/EN/search-engine/robots-txt.asp)

### Online Robot txt File Validator

Robots.txt checker

[tool.motoricerca.info/robots-checker.phtml](http://tool.motoricerca.info/robots-checker.phtml)

Robots.txt file validator

[www.invision-graphics.com/robotstxt\\_validator.html](http://www.invision-graphics.com/robotstxt_validator.html)

## Validating Links On Web Page

Test Links On Website

The free online link checker

[www.2bone.com/links/linkchecker.shtml](http://www.2bone.com/links/linkchecker.shtml)

Free broken link checker

[www.dead-links.com](http://www.dead-links.com)

Link checker

[validator.w3.org/checklink](http://validator.w3.org/checklink)

## Validating HTML

HTML and CSS validation: Should you validate your web page?  
[www.thesitewizard.com/webdesign/htmlvalidation.shtml](http://www.thesitewizard.com/webdesign/htmlvalidation.shtml)

Validating Hypertext Markup Language  
[www.december.com/html/tech/validation.html](http://www.december.com/html/tech/validation.html)

Validating a website  
[codex.wordpress.org/Validating\\_a\\_Website](http://codex.wordpress.org/Validating_a_Website)

### Online Html Validation Tools

Markup validation service  
[validator.w3.org](http://validator.w3.org)

WDG HTML validator  
[www.htmlhelp.org/tools/validator](http://www.htmlhelp.org/tools/validator)

Tidy online is a Web-enabled version of Tidy.  
Tidy is most useful as a first-pass for helping to fix bad HTML.  
<http://valet.htmlhelp.com/tidy>

Web page validation  
[www.w3schools.com/site/site\\_validate.asp](http://www.w3schools.com/site/site_validate.asp)

### Online CSS Validation Tools

Validate your ( CSS ) Style Sheet online  
[jigsaw.w3.org/css-validator](http://jigsaw.w3.org/css-validator)

CSS validation  
[www.itnews.org.uk/w\\_validation/p\\_css\\_f.cfm](http://www.itnews.org.uk/w_validation/p_css_f.cfm)

## Seeing Your Web Page

### Information

See your site with the eyes of a spider

[www.webconfs.com/spider-view-article-9.php](http://www.webconfs.com/spider-view-article-9.php)

### Online Tools

Search engine simulators give the webmaster a simulated view of how his/her website would be 'seen' by the search engines.

Search engine simulator

[www.pagerank.net/search-engine-simulator](http://www.pagerank.net/search-engine-simulator)

Search engine spider simulator

[www.webmaster-toolkit.com/search-engine-simulator.shtml](http://www.webmaster-toolkit.com/search-engine-simulator.shtml)

Search engine simulator

[www.1-hit.com/all-in-one/tool.search-engine-viewer.htm](http://www.1-hit.com/all-in-one/tool.search-engine-viewer.htm)

The Indiciu search engine simulator

[www.indiciu-web-design.com/members/tools/search\\_engine/index.php](http://www.indiciu-web-design.com/members/tools/search_engine/index.php)

## Linking To Your Website

### Information

Build up links to your website

[www.webcredible.co.uk/user-friendly-resources/search-engine-optimisation/build-up-links-website.shtml](http://www.webcredible.co.uk/user-friendly-resources/search-engine-optimisation/build-up-links-website.shtml)

The importance of inbound links for your web site PR

[www.ezinearticles.com/?The-Importance-of-Inbound-Links-for-Your-Web-Site-PR&id=222868](http://www.ezinearticles.com/?The-Importance-of-Inbound-Links-for-Your-Web-Site-PR&id=222868)

The importance of backlinks

[www.webconfs.com/importance-of-backlinks-article-5.php](http://www.webconfs.com/importance-of-backlinks-article-5.php)

### Online Tools

Link popularity check tool

[www.addpro.com/popularity.htm](http://www.addpro.com/popularity.htm)

Link popularity checker

[www.pagerank.net/link-popularity-checker](http://www.pagerank.net/link-popularity-checker)

The free link popularity service

[www.linkpopularity.com](http://www.linkpopularity.com)



## **Website Promotion**

30 Ways to promote your website on a shoestring budget ( Part 1 )

[www.ezinearticles.com/?30-Ways-to-Promote-Your-Website-on-a-Shoestring-Budget-\(-Part-1\)&id=207936](http://www.ezinearticles.com/?30-Ways-to-Promote-Your-Website-on-a-Shoestring-Budget-(-Part-1)&id=207936)

30 Ways to promote your website on a shoestring budget ( Part 2 )

[www.ezinearticles.com/?30-Ways-to-Promote-Your-Website-on-a-Shoestring-Budget-\(Part-2\)&id=207937](http://www.ezinearticles.com/?30-Ways-to-Promote-Your-Website-on-a-Shoestring-Budget-(Part-2)&id=207937)

Less obvious ways of promoting your website

[www.thesitewizard.com/archive/sitepromotion.shtml](http://www.thesitewizard.com/archive/sitepromotion.shtml)

10 Ways not to promote your web

[www.webdevelopersjournal.com/articles/10\\_ways\\_not\\_to\\_promote\\_your\\_web\\_site.html](http://www.webdevelopersjournal.com/articles/10_ways_not_to_promote_your_web_site.html)

## **Online Search Engine Forums**

Search engine optimization forum  
[www.highrankings.com/forum](http://www.highrankings.com/forum)

SEO chat forums  
[forums.seochat.com](http://forums.seochat.com)

Optimizing your website for the search engines  
[www.searchengineforums.com/apps/searchengine.forums](http://www.searchengineforums.com/apps/searchengine.forums)

SEO best practices search engine forums  
[www.ihelpyou.com/forums](http://www.ihelpyou.com/forums)

SEO forum : search engine optimization forum  
[www.webworkshop.net/seoforum/index.php](http://www.webworkshop.net/seoforum/index.php)

## Miscellaneous

Your source for browser compatibility verification  
View your own site as your visitors do.

[www.anybrowser.com/siteviewer.html](http://www.anybrowser.com/siteviewer.html)

Image optimization for website

[www.sitereportcard.com/imagereducer.php](http://www.sitereportcard.com/imagereducer.php)

Creating your own Favicon.ico icon for IE5

[www.webdevelopersjournal.com/articles/favicon.html](http://www.webdevelopersjournal.com/articles/favicon.html)

We report a site's operating system, web server, and netblock owner together with, if available, a graphical view of the time since last reboot for each of the computers serving the site.

[uptime.netcraft.com/up/graph](http://uptime.netcraft.com/up/graph)

HTTP / HTTPS header check

[www.webconfs.com/http-header-check.php](http://www.webconfs.com/http-header-check.php)

Nielsen net ratings search engine ratings

[www.searchenginewatch.com/reports/article.php/2156451](http://www.searchenginewatch.com/reports/article.php/2156451)